EMPLOYMENT OPPORTUNITY

May 21, 2015

The following position is open at BYU BROADCASTING:

POSITION TITLE: DIGITAL MARKETING MANAGER

Minimum education/experience required:
• Bachelor’s degree in Communications, Marketing, Business, or other similar field and four or more years of experience in digital marketing, media, publishing or related field

Skills, abilities, knowledge, licenses, certifications:
• Required: Proven track record of organizing and executing multi-channel digital marketing strategies toward measurable outcomes
• Required: Working knowledge of digital marketing tools and services (ex: Google Adwords, Facebook Power Editor, Facebook Atlas, Google Adsense, Google Analytics, Adobe SiteCatalyst, Adobe Social, Email Service Providers, YouTube Ads, etc.)
• Required: Knowledge and ability to create multi-disciplinary digital campaigns that include organic and paid social media, blogging, content marketing, app store optimization, YouTube video optimization and marketing, etc.
• Preferred: Ability to use data to define audiences and segments based on their interests, behaviors, patterns, demographics, or other traits

Essential functions:
• Manage daily digital marketing efforts, including oversight of digital marketing campaigns (including social, email, app store optimization, programmatic advertising, search engine marketing, etc.) and promotions
• Co-create marketing strategies and campaigns that bring visibility and viewers to BYU Broadcasting’s mission, offering, programs, and stations in concert with the Director of Marketing, Assistant Marketing Manager, Social Media Manager, and Brand Manager.
• Establish standards for and report all digital marketing Key Performance Indicators (KPIs) and analytics on a regular basis
• Consult and advise various station and programming personnel on the best digital marketing strategies to increase their respective viewership, listenership, and overall reach
• Directly manage the Social Media Manager as well as a future group of student employees dedicated to digital marketing efforts
• Stay informed of new digital marketing methods, channels, and strategies, and be an advocate to management and other personnel on adopting those that are compelling and justifiable
OPENING DATE: 5/12/15
CLOSING DATE: 12:00 midnight on 5/26/15
START DATE: ASAP
POSTING #: 150217SA
CONTACT: ALL APPLICATIONS MUST BE SUBMITTED ONLINE AT YJOBS.BYU.EDU.
For more information visit www.byub.org/employment.